

ABSTRACT OF THE DISCLOSURE

An image sending apparatus is provided, in which the image sending apparatus comprises an analyzing syntax of code sequence data, a generation unit generating another code sequence data from the code sequence data by using the analysis result, a unit to measure the load of the generation unit; a unit to generate a parameter corresponding to the load, wherein the generation unit generates the another code sequence data by using the parameter such that the data amount of the another code sequence data to be sent is adjusted according to the load.